Matt Schulte

CURATION | INNOVATION

CREATIVE PRODUCTION | SYSTEMS DESIGN



Room 529

Innovation and Impact / Producer / Curator

(Article from The Bold Italic magazine)

Room 529 might sound like the title of a Stephen King novel, but it's not. This Portland project came about when Matt Schulte had an epiphany that any city of cultural import worldwide has, or once had, a hotel that was emblematic of the creative energy of its time and place. He approached Hotel Modera (now The Hotel Zags) in downtown Portland about creating a collaborative space in a room, and to his surprise they gave him their biggest suite and a key, giving him 24/7 access to make magic happen in Room 529, until the hotel was sold, 3 years later. Short films, interviews (Wim Wenders being one to name), a Portlandia episode, filmmaker premiere parties, photo shoots, music videos, live musical performances, and author readings have all taken place in Room 529 - all curated and produced by Matt Schulte.









Screenwriting Diversity Initiative Portland Dark

Creative Director / Art Director / Producer Director / Partnership Development/ Innovation and Impact

The Screenwriting Diversity Initiative: Portland Dark

Matt created, launched, and produced a TV Writers Room initiative with the goal of providing education and opportunity for underrepresented voices in the world of writing for television. He sought out and received support from organizations like the Oregon Media Production Association, the Oregon Film Office, The Hollywood Theatre, Comcast, and We Work.

He accepted over 100 applications and writing samples for the program, ultimately choosing six writers who, over the course of several months, participated in a Writers Room led by Matt.

The result: a pilot script and 'show bible' for Portland Dark, a proposed TV series; a short-film script set in the world of Portland Dark, and a short film about the project.

The participants went on to great success following the writers room experience:

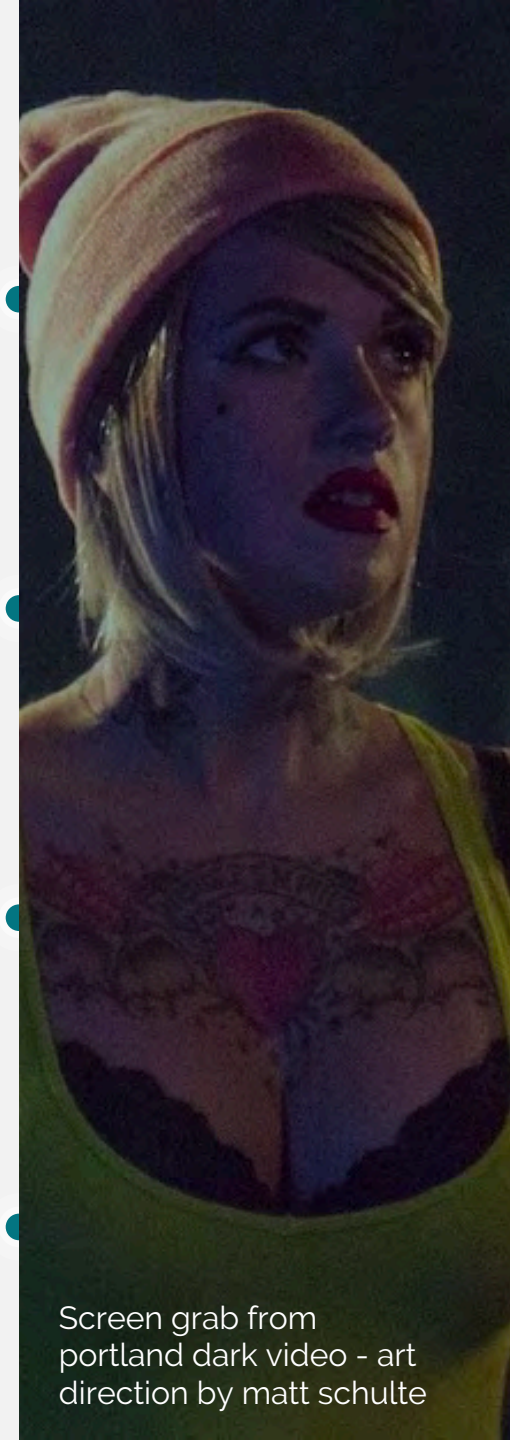
Titania Tran: Ad Age's 2022 Creative of the Year and Cannes Golden Lion winner for work that includes her viral film "Call It Covid" which addressed the ongoing violence toward Asians and Asian Americans during the COVID-19 pandemic (viewed over 500 million times).

Jon Ayon Alonso: winner of the most recent Full Frame President's Award for his film No Soy Oscar, which the festival's jury praised for its weaving in of Indigenous people's voices with the filmmaker's personal reflections.

Anya Pearson: 2021-2022 Hodder Fellow at Princeton University's Lewis Center for the Arts, who is using her fellowship to write an original play examining and dissecting the roots and ramifications of gentrification.

Malcolm Shabazz Hoover: Afro-Futurist, 3rd generation community organizer, and author of "144 Poems and Essays for God, Love, Truth, Justice, Peace and Hip Hop".

Portland Dark



Screen grab from portland dark video - art direction by matt schulte

Mark Orton Academy Awards Promotional Video

Creative Director / Director / Producer

Mark Orton's score for the feature film "The Holdovers", directed by Alexander Payne and starring Paul Giamatti and Da' Vine Joy Randolph (who both won Golden Globes and are now Academy Award nominees for their roles in the film) was shortlisted for the Academy Award for Best Original Score.

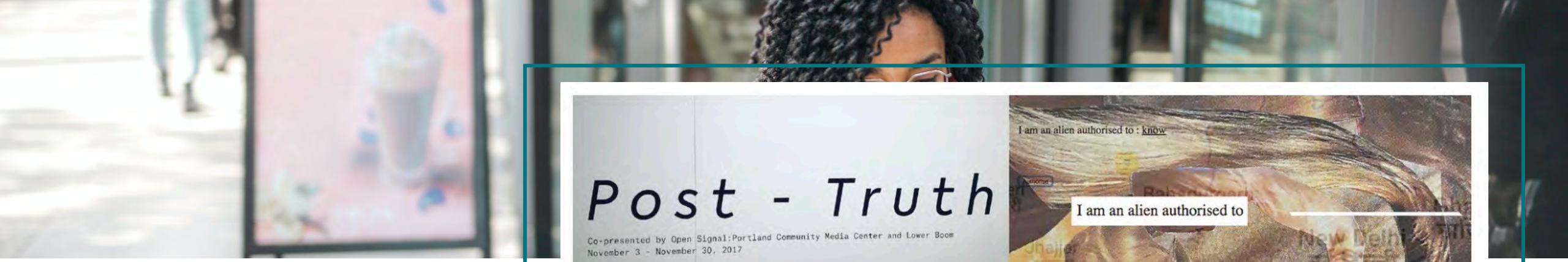
Focus Features/Universal Pictures commissioned a short promotional film highlighting Mark's unique handmade process in composing and producing this score. Within days, Matt, acting as both producer and director, put together a team to shoot, edit, and deliver it, under his direction and supervision





He additionally provided a paper edit to get the editor off to a fast start. Matt also conducted the interviews and provided still photography he'd taken of mark's studio for use in the edit.

- The Holdovers documentary



Post-Truth

Innovation and Impact
Producer / Curator

In response to our post-truth political landscape, Matt conceived of a project that would provide opportunities for local media makers to reflect on this new reality.

Finding a partner in Portland non-profit Open Signal, Matt invited local media makers to submit proposals for original work on the theme of post-truth, which would be funded with $1,000 stipends for each artist.

A jury, including Matt, selected five projects by regional artists. Matt then provided advisory and production support to each artist. In addition to being featured on Open Signal's cable channels, the finished pieces were presented at sold•out screening of the works, with artist Q+A following, moderated by Matt.

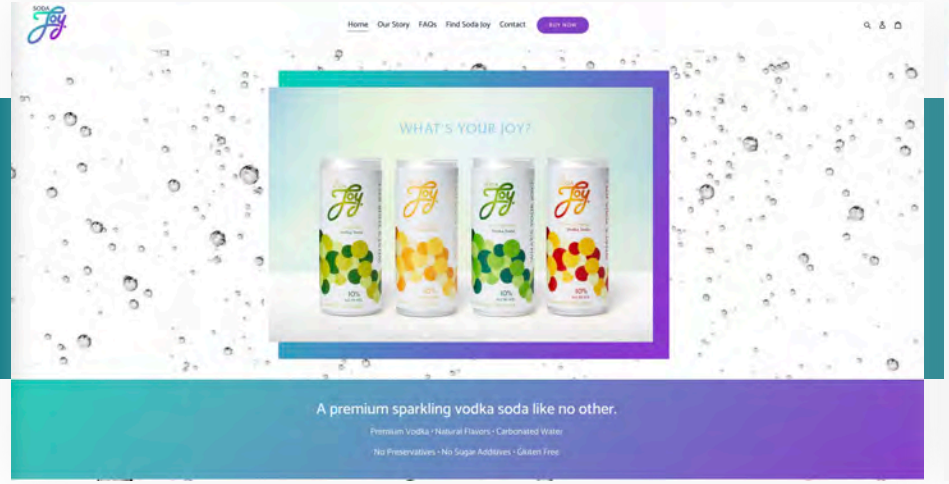
Selected works:

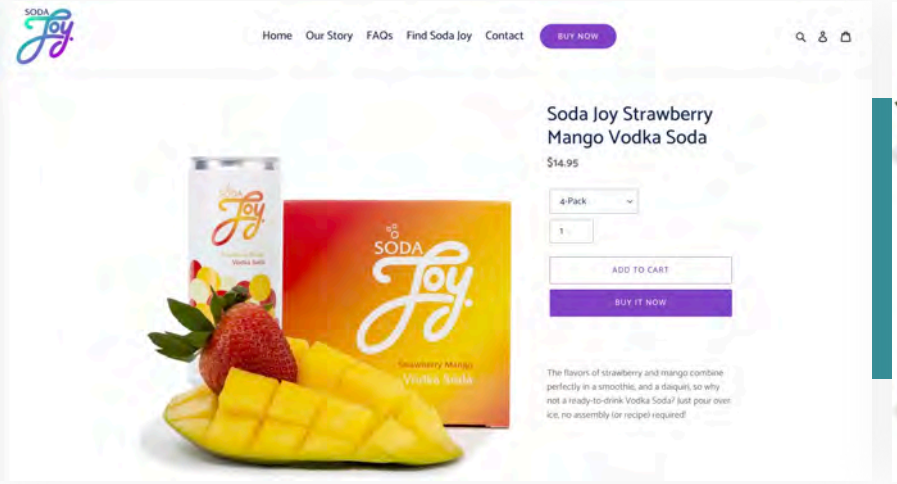
"I Am an Alien," by Garima Thakur, a hypertext non-linear web-based project that plays with the language used on immigration Visa forms like the I-99 and DS-160, which describes an immigrant's status as an "alien allowed to work".

"Crop," by Niema Lightseed, a multimedia exploration of transtemporal slavery via poetry and video that raises awareness of modern slavery.

"Nemesis," by Dawn Jones Redstone & Brenan Dwyer, a short comedy film investigating white male fragility through a single Scrabble match.

"Ineffable Glossolalia," by Tabitha Nikolai, a virtual environment exploring a historical Nazi book burning, and the clumsy and painful efforts to restore the sense of self lost there.







Soda Joy

Creative Director - Cofounder / Website Design / Website Development / Marketing Strategy / Ad Design / Paid Media

As Creative Director and Co-Founder of this premium canned Vodka Soda brand, Matt produced all packaging and creative assets including product photography, print ads, online ads, and the design and development of the website. He and his business partner had a successful exit with the profitable sale of Soda Joy to another local premium craft distillery.

SodaJoy.com

Netrush Video

Senior Brand Advisor / Director Producer / Paid Media

As the Senior Brand Advisor for Netrush, a $300 million dollar E-commerce and performance marketing company, Matt was a key collaborative and cross-departmental business partner for the Digital Marketing, Creative Studio, Account Management, Labs, Advisory, and Business Development teams, focused on innovation in E-commerce marketing initiatives as well as systems/processes. Matt produced and directed this 'explainer 'video for a new service offering, then developed and executed a paid and organic LinkedIn content campaign to promote it.



https://vimeo.com/781984214

WARHOL GOES BOOM

Creative Director / Director / Producer / Editor

Inspired by Andy Warhol's famous Screen Tests, Matt shot his own Screen Test series. Like Warhol, shooting 16mm film, silent and black and white, 100-foot rolls, 24 frames per second.

The Portland Art Museum then asked Matt to be part of their massive Andy Warhol retrospective exhibition. Actual Warhol Screen Tests – on loan from The Museum of Modern Art (MOMA) in NYC – were screened (projected on film) with Matt's Screen Tests. He is the only filmmaker to have his films screened simultaneously with Andy Warhol's. In addition, a studio was set up inside the Museum, and additional Screen Tests were shot live during the exhibition.









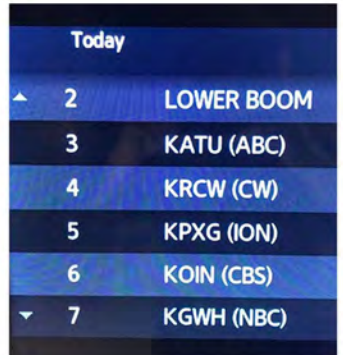
Lower Boom Presents

Innovation and Impact / Curation / Producer

LOWER BOOM PRESENTS is an exclusive, in-room movie channel, available only at the boutique Hotel Eastlund. Matt created this concept for the Hotel Eastlund, coordinated the technology solutions and execution, established all partnerships, led the programming, and oversaw all creative.

The channel showcases the diversity and depth of Northwest independent filmmakers and storytellers, with feature films, short films, music videos, and live music performances from content partner Pickathon.













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Creating New Models and Markets for Storytellers Worldwide

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